

**SAN BERNARDINO COUNTY  
WORKFORCE INVESTMENT BOARD  
GENERAL MEMBERSHIP MEETING  
AGENDA**

**Meeting Location:**  
WIB Offices, 215 N. D Street., S-201  
San Bernardino CA 92415-0041  
Monday, August 7, 2006  
6:00 p.m.

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**Conflict of Interest Advisement**

***WIB members please be advised:*** If an item on the meeting agenda relates to the provision of services by you, your immediate family, the entity you represent, or any person who has made \$250 in campaign contributions to you during the last 12 months, or if approval or disapproval of an agenda item would have a foreseeable material affect on an economic interest of you, your immediate family, or the entity you represent, **then please follow these procedures:**

"When the agenda item is first introduced, please immediately announce that you are recusing yourself from participating in the agenda item, and then refrain from discussing, voting on, or otherwise influencing the WIB's consideration of the agenda item."

**Public Participation Advisement**

For members of the public, if you wish to address the WIB concerning any matter on the agenda, please fill out a speaker card located near the entrance to the room indicating your name and the item on which you would like to speak, and provide the card to our clerk, Stephanie Soto. When the agenda item is presented to the Board, you will be provided an opportunity to speak. If you wish to address the WIB on a matter that is not on the agenda but is within the WIB's jurisdiction, please fill out a card with your name and the nature of the matter, and an opportunity will be provided toward the end of the meeting for your comments. Due to time constraints, the chairperson may impose time limits on all speakers addressing the WIB.

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1. Call to Order/Pledge of Allegiance/WIB and Staff Introductions
2. Chairman's Update

**APPROVAL ITEM**

3. Approve [Minutes of May 1, 2006](#).

**CONSENT CALENDAR**

*The following consent items are expected to be routine and non-controversial and will be acted upon by the Board under **ACTION ON CONSENT CALENDAR - ITEM 6** unless the Board directs that an item be held for further discussion under **DEFERRED ITEMS - ITEM 7**. Persons wishing to address the consent items or have them held for further discussion, continued, or taken off calendar, should address the Board under **ACTION ON CONSENT CALENDAR - ITEM 6***

4. Appoint Kevin Baker to the Youth Council as the County Superintendent of Schools designee.
5. Appoint Lorraine Chavez-Figueroa to the Youth Council as the Employment Development Department representative.

**DISCUSSION CALENDAR**

6. Action on Consent Calendar
7. Deferred Items
8. Review Program Year 2006-07 Plan Modifications to the San Bernardino County Local Workforce Investment Area Strategic Plan, and direct staff to release the document for a 30 day public review period.

9. Recommend approval to the Board of Supervisors for the approval of Amendment No. 1 to Agreement No. 05-1163 with Desmond McLeish, Public Relations to extend the contract term to June 30, 2007, and increase the contract amount by \$68,000 (\$48,005 to \$116,005) for continued professional media coordination services on behalf of the County of San Bernardino Workforce Investment Board (WIB).
10. Recommend approval of San Bernardino County contracting with Economic & Politics, Inc., in the amount of \$50,000, to assist the County of San Bernardino, Economic Development Agency (EDA) in creation of a smoothly working countywide workforce development network as part of its economic development efforts, from August 15, 2006 through August 14, 2007.

#### **COMMITTEE REPORTS**

11. Fiscal Committee – Phil Cothran, Chairman
12. Employment Resource Center Committee, Phil Cothran, Chairman
13. Youth Council – Curt Hagman, Chairman
14. Contracts/Performance/Policy/Procedures Committee – Bob Lemley, Chairman
15. Economic Development Committee – John Lewis, Chairman

#### **SPECIAL PRESENTATIONS/RECOGNITIONS**

#### **MEDIA FIRM REPORT**

#### **COUNTY REPORT**

#### **INFORMATION ITEMS**

- (a) Youth Council Vacancy - **PARENT OF ELIGIBLE YOUTH SEEKING ASSISTANCE**
- (b) [2006 Disability Mentoring Day Inland Empire, CA, Wednesday, October 18, 2006](#)
- (c) [Disability Resources Expo Inland Empire, Thursday, October 26, 2006](#)

#### **PUBLIC COMMENTS**

21. **ADJOURNMENT** -- The next WIB General Membership Meeting will be held a a Special Meeting on Monday, September 11, 2006 at 6:00 p.m., at 215 N. D Street, Suite 201, San Bernardino, CA 92415-0046.

#### **Accessibility Notice**

The Workforce Investment Board meeting facility is accessible to persons with disabilities. If assistive listening devices or other auxiliary aids or services are needed in order to participate in the public meeting, requests should be made through the Staff Aide at least three (3) business days prior to the Board meeting. The Staff Aide's telephone number is (909) 387-9886 and the office is located at 215 N. D Street, Suite 301, San Bernardino, CA. California Relay Service 711.

**This WIA Title-I financially assisted program or activity is an equal opportunity employer/program.  
Auxiliary aids and services are available upon request to individuals with disabilities.**

**San Bernardino County  
Workforce Investment Board  
Agenda Item**

**MEETING DATE:** August 7, 2006

**ITEM:** #4

**SUBJECT:** Youth Council Appointment

**PRESENTED BY:** Curt Hagman, Youth Council Chairman

**CONSENT**   X  

**ACTION** \_\_\_\_\_

**INFORMATION** \_\_\_\_\_

**RECOMMENDATION:** Appoint Kevin Baker to the Youth Council as the County Superintendent of Schools Designee.

**Appointee Information:**

Name: Kevin Baker  
Address: 601 North E Street  
San Bernardino CA 92410  
Telephone: (909) 386-2636

Herbert R. Fischer, Ph.D., County Superintendent of Schools, has recommended Mr. Baker as his designee on the Youth Council.

**Replaces:** Lawrence Calderon

**Date Posted or Expired:** 01/31/05

**Term of Appointment:** Full Term ending 1/31/2007

**WIB Action:** \_\_\_\_\_

**MOTION:** \_\_\_\_\_

**SECOND:** \_\_\_\_\_

**AYES:** \_\_\_\_\_ **NOES:** \_\_\_\_\_

**DATE** August 7, 2006 **ITEM** #4

**San Bernardino County  
Workforce Investment Board  
Agenda Item**

**MEETING DATE:** August 7, 2006

**ITEM:** #5

**SUBJECT:** Youth Council Appointment

**PRESENTED BY:** Curt Hagman, Youth Council Chairman

**CONSENT**   X        **ACTION** \_\_\_\_\_      **INFORMATION** \_\_\_\_\_

**RECOMMENDATION:** Appoint Lorraine Chavez-Figueroa to the Youth Council as the Employment Development Department representative.

**Appointee Information:**      Name: Lorraine Chavez-Figueroa  
Address: 1277 W. Hobson Way, Blythe, CA 92225  
Telephone: (760) 922-3172

Vicki Nasman, EDD Employment Development Administrator, has recommended Mr. Chavez-Figueroa to replace Donna Stone on the Youth Council. Ms. Chavez-Figueroa, the EDD Inland Empire Regional Manager, brings a depth of experience working with youth in the Coachella Valley.

**Replaces:** Donna Stone  
**Date Posted or Expired:** 01/31/05

**Term of Appointment:** Full Term ending 1/31/2007

**WIB Action:** \_\_\_\_\_

**MOTION:** \_\_\_\_\_

**SECOND:** \_\_\_\_\_

**AYES:** \_\_\_\_\_      **NOES:** \_\_\_\_\_

**DATE** August 7, 2006      **ITEM** #5

**San Bernardino County  
Workforce Investment Board  
Agenda Item**

**MEETING DATE:** August 7, 2006  
**ITEM:** 8  
**SUBJECT:** Local Workforce Investment Area Local Plan Modification for Program Year 2006-2007  
**PRESENTED BY:** Barbara Halsey, Workforce Development Department  
**CONSENT** \_\_\_\_\_ **DISCUSSION**   X   **INFORMATION** \_\_\_\_\_

**RECOMMENDATION:** Review Program Year 2006-07 Plan Modifications to the San Bernardino County Local Workforce Investment Area Strategic Plan, and direct staff to release the document for a 30 day public review period.

**BACKGROUND:** The Workforce Investment Act (WIA Section 118) mandates that each WIA Service Delivery Area develop a Strategic Five-Year Local Workforce Investment Plan. The Local Workforce Investment Board (LWIB) and the Board of Supervisors approved the initial WIA Strategic Five-Year Plan and authorized its submission to the State in the spring of 2000.

Title 20 CFR Part 661.355 requires the Governor of California to establish procedures governing the modification of local plans. Therefore, the State requires Local Workforce Investment Areas to submit Plan Modifications annually. Areas in which the Governor may require plan modifications include:

- Significant changes in the local economy
- Changes in the financing available to support WIA Title I and partner-provided WIA services
- Changes to the LWIB structure, or
- A need to revise strategies to meet performance goals

The State Employment Development Department (EDD) issued WIA Directive WIAD05-19 on June 16, 2006. This Directive provided instructions for submitting 2006-07 plan modifications. In response to this Directive, staff requested recommendations from the LWIB on July 10th. All recommendations were reviewed and incorporated into the Plan.

Program Year 2006 – 07 Modifications to the San Bernardino County Local Workforce Investment Area Strategic Plan were made in the following areas: 1) Plan Development Process; 2) Local Visions and Goals; 3) Labor Market Analysis; and 4) One Stop Service Delivery System.

Approval of this item will allow staff to release the Plan Modification for a 30 day public review beginning August 8, 2006.

**FINANCIAL IMPACT:** The services proposed in this Plan are included in the final 2006-2007 FY budget. There is no local cost to the County. Funding is provided through the Workforce Investment Act of 1998.

**SUPERVISORIAL DISTRICT:** All Districts.

**REVIEWED BY OTHERS:** The Plan was approved as to its legal form by County Counsel on August 2, 2006

**ATTACHMENTS:**

1. [2006-07 Plan Modifications Outline](#)
2. [Strategic Five-Year Local Workforce Investment Plan \(Modified August 2006\)](#)

**WIB Action:** \_\_\_\_\_

**MOTION:** \_\_\_\_\_

**SECOND:** \_\_\_\_\_

**AYES:** \_\_\_\_\_ **NOES:** \_\_\_\_\_

**DATE** August 7, 2006 **ITEM** #8

**San Bernardino County  
Workforce Investment Board  
Agenda Item**

**MEETING DATE:** August 7, 2006

**ITEM:** 9

**SUBJECT:** Contract with Desmond McLeish Public Relations

**PRESENTED BY:** Barbara Halsey, WDD Director

**CONSENT** \_\_\_\_\_ **DISCUSSION**   X   **INFORMATION** \_\_\_\_\_

**RECOMMENDATION:** Recommend approval to the Board of Supervisors for the approval of Amendment No. 1 to Agreement No. 05-1163 with Desmond McLeish, Public Relations to extend the contract term to June 30, 2007, and increase the contract amount by \$68,000 (\$48,005 to \$116,005) for continued professional media coordination services on behalf of the County of San Bernardino Workforce Investment Board (WIB).

**BACKGROUND:** On August 18, 2005, Workforce Development Department released a Request for Qualifications (RFQ) for professional communications/media coordination services to help address County workforce issues and assist the County's WIB with the task of informing residents and businesses of its services in support of economic development. The RFQ was sent to 28 companies listed with the Purchasing Department as potential vendors to the County for these types of services. Three responses were received and evaluated by the Executive Committee of the WIB. The firm Desmond McLeish Public Relations was selected and recommended to the full Workforce Investment Board as the most qualified to provide the media services. On December 20, 2005 (Item 47), the Board of Supervisors approved Agreement No. 05-1163 for Desmond McLeish Public Relations to provide communications/media coordination services on behalf of the San Bernardino County WIB for the period December 20, 2005 through June 30, 2006 with the option of extending the contract an additional year based upon the contractor meeting all performance requirements.

On behalf of the WIB, DM has raised the profile of the WIB within San Bernardino County by developing various opinion pieces regarding workforce issues for publication in local and regional business and trade journals. DM has created and distributed press releases and relevant press information developed by the WIB announcing specific WIB events, initiatives and milestones. Additionally DM has created a power point presentation to be utilized by a WIB Speaker's Bureau.

Approval of the extension of this contract would allow for the continuation of media relation efforts underway, and for new programs such as industry specific forums to be implemented, effectively building on the momentum of the current program.

**ATTACHMENT:** [Draft County of San Bernardino Contract 05-1163 A-1](#)

**WIB Action:** \_\_\_\_\_

**MOTION:** \_\_\_\_\_

**SECOND:** \_\_\_\_\_

**AYES:** \_\_\_\_\_ **NOES:** \_\_\_\_\_

**DATE** August 7, 2006 **ITEM** #9

**San Bernardino County  
Workforce Investment Board  
Agenda Item**

**MEETING DATE:** August 7, 2006  
**ITEM:** 10  
**SUBJECT:** Contracting for Professional Services  
**PRESENTED BY:** Barbara Halsey, WDD Director  
**CONSENT** \_\_\_\_\_ **DISCUSSION**   X   **INFORMATION** \_\_\_\_\_

**RECOMMENDATION:** Recommend approval of San Bernardino County contracting with Economic & Politics, Inc., in the amount of \$50,000, to assist the County of San Bernardino Economic Development Agency (EDA) in creation of a smoothly working countywide workforce development network as part of its economic development efforts, from August 15, 2006 through August 14, 2007.

**BACKGROUND:** John Husing, Ph.D. proposes to assist EDA in fine-tuning the workforce development and educational strategies for EDA, and help set the conditions for rapid implementation of the workforce element in the agency's adopted strategy.

To achieve this, the consultant is proposes the following work program be undertaken:

- Recommend to the Board of Supervisors creation of an Economic Development Commission composed of private sector business leaders to work in conjunction with the county's Economic Development Director. The Consultant will conduct interviews with the Board of Supervisors, CAO and Economic development Director about how such a commission might be structured. Interviews would also be conducted with selected private sector members on the county's Workforce Investment Board. A recommendation would flow from this process.
- The consultant would work with the County's Human Resources staff to evaluate the county's workforce development effort. It would start by working with the county's evaluation team to discuss the criteria for judging the effectiveness of the various levels of the agency. Interviews would also be conducted with selected members of the county's Workforce Investment Board. Additionally, the human relations team would interview and evaluate the workforce development group's senior staff leaders, a selected group of regular staff members and field workers. When the interviews are completed the consultant and the human relations team would collaborate on an evaluation report and recommendation would be made.
- Interviews would be conducted with training individuals from the community colleges, ROPs, adult education and four-year colleges. A report would be written and recommendations made about how the county's workforce operations can best expand its relationship with each of these institutions. Recommendations on how the institutions might change will also be made.
- Private trade schools and training institutions would be contacted and a profile of their offerings, costs and response times developed. A report would be written and recommendations made about how the county's workforce operations can best expand its relationship with each institution.
- Interviews would be undertaken with local organizations with a stake in workforce development who wish to understand the roles they would like to play as part of a fully functional countywide workforce development program. When the interviews are completed, a report would be written on how the various communities wish to join in the effort.
- Networking would take place to help more forward the strategies inherent in the reports and recommendations. When the work program is complete, Economics & Politics, Inc. would remain on-call to continue facilitating the development of the effort for the balance of year.

**ATTACHMENT:** [Draft County of San Bernardino Contract with Economics & Politics, Inc.](#)

*WIB Action:* \_\_\_\_\_

MOTION: \_\_\_\_\_

SECOND: \_\_\_\_\_

AYES: \_\_\_\_\_ NOES: \_\_\_\_\_

DATE August 7, 2006 ITEM #10



**County of San Bernardino  
OFFICE OF THE CLERK, WORKFORCE INVESTMENT BOARD  
VACANCY  
ON THE YOUTH COUNCIL**

Notice is hereby given pursuant to Section 54974 of the Government Code, that vacancies occur on the San Bernardino County Workforce Investment Board Youth Council.

**POSITION TO REPRESENT: PARENT OF ELIGIBLE YOUTH SEEKING ASSISTANCE**

**TERMS:** 2 YEARS

For further information, please contact Stephanie Soto, Staff Aide, at the Workforce Investment Board, 215 N. D Street, Suite 201, San Bernardino CA 92415-0041, (909) 387-9886.

I, Stephanie Soto, Clerk of the Workforce Investment Board of the County of San Bernardino, hereby certify that the above Notice of Vacancies was posted in accordance with Section 54974 of the Government Code on August 28, 1999.

Stephanie Soto, Clerk of the  
Workforce Investment Board of the  
County of San Bernardino

VACANCY OF: One Position

EFFECTIVE: August 28, 1999